

The California Debt and Investment Advisory Commission Pre-Conference Seminar

Take Leadership of Your Financings

A Call to Action for Public Officials

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Take Leadership of Your Financings

A Call to Action for Public Officials

- **The Landscape has Changed.... Again**
- **Don't Let Events Dictate Your Actions**
- **Issuers Still Control Their Own Destiny**

What's the Matter with the Muni Market?

Can the SEC Get Its Street Cred Back?

Elaine Greenberg is investigating abuses in the muni bond market, as the commission tries to rebuild trust

... settles Fraud cases Over Munis

... penalized \$228 Million to Settle Bid Rigging Charges

At the core of the problem are questions about how governments manage pension funds, what investors know, and when they know it.

“Most reform comes as a result of a crisis or a catastrophe or a dramatic event which points up the existence of a problem”

1975	New York City Default → MSRB
1983	Washington Public Power Supply System Default → SEC Rule 15c2-12
1994	Orange County Bankruptcy → Continuing Disclosure Amendment to 15c2-12
2008	Market in Turmoil → Dodd-Frank
2009	SEC Commissioner: “Municipal Investors are not second-class citizens” → ?
2009	FINRA Launches Review of Disclosure Practices in Secondary Market → ?
2010	SEC vs. State of New Jersey → ?

What Should An Issuer Do?

- Listen Carefully, Engage In The Process and Prepare To Make Some Changes
- Understand That The Regulators Are Not Going Away and Are No Longer Focused Only On The Underwriter
- Recognize That This Market That Has Served You So Well Is A Target Of Those Who Know Very Little About It